

Payments (£)

O₂
business

Customers can pay faster with Charge to Mobile

A fast, easy and safe way for customers to pay.
Customers add the charge to their Pay Monthly bill
or deducted from their Pay & Go balance.



Business benefits

Quick & easy payments

Customers pay with just a few taps.
No need for lengthy registrations, card
or pin numbers.
No sensitive card details transmitted.

High customer satisfaction

Scores from O2 FanBase are
consistently above 83%.
Customers find it a quick and easy way
to pay for digital content and tickets.

Works on all mobile networks and many operating systems

Customers on all major UK mobile
networks can pay using Charge to
Mobile, whether they're Pay Monthly or
Pay & Go.



Charge to Mobile is supported across
iOS, Android and Microsoft operating
systems and across multiple platforms
such as mobile web, tablet, desktop web,
smart TV and game consoles.

Higher conversion rates

Results from Facebook, Spotify &
Microsoft shows better conversion
rates than card payments.
Spotify have chosen to use Charge to
Mobile as their default payment
method for customers accessing
content.

Control of payment limits

You decide the maximum payment an
individual can spend.
Anything up to £40.

*"Overall, I find using my
phone bill to buy things
makes it a lot easier as it
stops the monotony of
entering your card
details every time you
want to buy something."*

Customer benefits

Customer friendly

51% of customers have security concerns
around entering card details online.
Charge to Mobile only requires a mobile
number to pay, and scores from O2
FanBase consistently show above 80%
confidence in the security of paying with
Charge to Mobile.

Transparency

We only work with sellers we trust, and
closely monitor services to ensure
consumers are clear about what they're
subscribing to or buying.
All purchases require our customers to
confirm consent to pay by mobile
through clear interactions, either via
two separate purchase pages, or by
sending a text from their phone.
Customers can find details of any
charges and the name of the service
provider in their monthly bill or credit
statement, or by accessing MyO2.

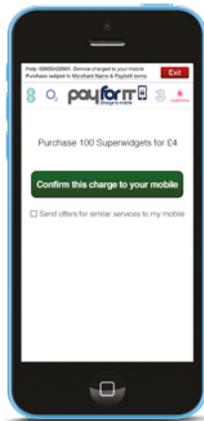
Social inclusion

More people in the UK have mobiles
than credit or debit cards.
Which means more people have the
opportunity to access paid online
content and the ability to buy physical
tickets.

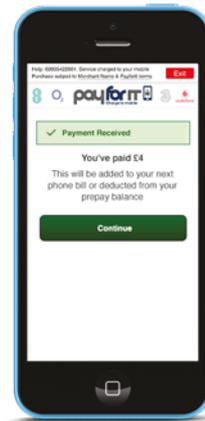
Customer payment experience individual purchase



Customers click 'Buy Now' to make a purchase and they're taken to the Charge to Mobile payforit page.

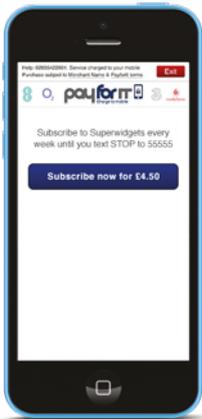


Customers are asked to confirm the cost to their mobile phone. The cost is added to their Pay Monthly bill or deducted from their Pay & Go balance.

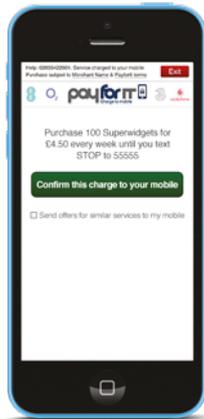


Confirmation on screen and a text message is also sent to confirm the purchase.

Customer payment experience subscription services



Customers click 'Subscribe Now' to make a purchase and they're taken to the Charge to Mobile payforit page.



Customers are asked to confirm the cost to their mobile phone. The cost is added to their Pay Monthly bill or deducted from their Pay & Go balance.

"I like the service. I like how easy it is. Welcome to the digital age."

"It's a very convenient way to pay for a subscription service."

Contact Us

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Want to find out more about Charge to Mobile? Email us today and one of our Account Managers will get back to you very shortly.